

## RINGKASAN

Gula kelapa kristal atau *palm sugar* merupakan salah satu produk olahan gula kelapa yang memiliki banyak manfaat dari sisi ekonomi maupun kesehatan. Potensi gula kristal ini perlu diperhatikan bagaimana kinerja rantai pasok yang terlibat di dalamnya. Usaha ini harus diikuti oleh kinerja rantai pasok yang baik, melalui integrasi dan koordinasi antar setiap anggota rantai pasok gula kristal.

Penelitian ini bertujuan untuk: (1) mengukur kinerja rantai pasok gula kristal; (2) mengukur efisiensi kinerja rantai pasokan gula kristal. Penentuan lokasi penelitian dilakukan secara sengaja (*purposive*) di Industri Kecil Menengah Kelompok Tani Sekar Mancung Desa Kemawi Kabupaten Banyumas. Metode penelitian yang digunakan adalah metode survei. Pengambilan sampel pengrajin menggunakan metode *simple random sampling* sebanyak 20 responden dan metode sensus untuk populasi pengepul sebanyak 6 responden. Metode analisis data menggunakan analisis deskriptif, analisis SCOR dan *Data Envelopment Analysis* (DEA) dengan bantuan *software* LINDO 6.1.

Kondisi rantai pasok gula semut Kelompok Tani Sekar Mancung dilihat dari pendekatan aliran produk, aliran uang, dan aliran informasi yaitu melibatkan beberapa anggota yang terdiri dari pengrajin, pengepul, Kelompok Tani Sekar Mancung, dan buyer. Aliran produk, aliran uang dan aliran informasi sudah dilaksanakan cukup baik dari hulu ke hilir oleh setiap anggota rantai pasok. Kinerja rantai pasok gula kristal Kelompok Tani Sekar Mancung berdasarkan analisis SCOR sudah memiliki kriteria yang baik, namun dari sekian atribut kinerja, atribut biaya dan atribut reliabilitas merupakan atribut kinerja yang masih perlu ditingkatkan. Analisis efisiensi pengrajin dengan menggunakan *Data Envelopment Analysis* (DEA) diperoleh tingkat efisiensi pengrajin yang telah beroperasi secara efisien yaitu sebesar 35 persen pengrajin, sedangkan sisanya 65 persen pengrajin belum mencapai tingkat efisiensi yang maksimal. Ketidakefisienan pengrajin sebagian besar disebabkan oleh biaya rantai pasok.

Kata kunci: DEA, kinerja rantai pasok, gula kristal

## SUMMARY

*Crystal sugar or palm sugar is one of the processed products of coconut sugar which has many economic and health benefits. This crystal sugar potential needs to be considered how the supply chain performance is involved in it. This effort must be followed by good supply chain performance, through the integration and coordination between each member of the crystal sugar supply chain.*

*This study aims to: (1) measure the performance of the crystal sugar supply chain; (2) measuring the performance efficiency of the crystal sugar supply chain. Determination of the location of the study was carried out intentionally (purposive) in the Small and Medium Industries of the Sekar Mancung Farmer Group, Kemawi Village, Banyumas Regency. The research method used is the survey method. Sampling of farmers using simple random sampling method as many as 20 respondents and sensus method for the collectors as many as 6 respondents. The efficiency of ant sugar supply chain performance was carried out using the Data Envelopment Analysis (DEA) method assuming a constant return to scale (CRS).*

*The condition of the ant sugar sugar supply chain of the Sekar Mancung Farmers Group is seen from the approach of product flow, money flow, and information flow that involves several members consisting of craftsmen, collectors, Sekar Mancung Farmers Group, and buyers. Product flow, money flow and information flow seen from already carried out quite well from upstream to downstream by each member of the supply chain, the crystal sugar supply chain performance of the Sekar Mancung Farmers Group based on SCOR analysis already has good criteria, but of the performance attributes, cost attributes and reliability attributes are performance attributes that still need to be improved. The efficiency analysis of craftsmen by using Data Envelopment Analysis (DEA) obtained the efficiency of craftsmen who have operated efficiently, namely 35 percent of artisans, while the remaining 65 percent of craftsmen have not reached a maximum level of efficiency. The inefficiency of farmers is largely due to supply chain costs.*

*Keywords: DEA, supply chain performance, crystal sugar*